

ASHLAND WEEKLY TIDINGS

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L. F. Ferguson Heads Commercial Club

Mr. L. F. Ferguson, Ashland merchant and live wire, was elected president of the Ashland Commercial Club at the semi-annual meeting held Monday evening. Mr. Ferguson has won a reputation as an organizer and as a man who puts big things across in a big way. The Commercial Club members are congratulating themselves on selecting a leader who has the vision necessary to meet the problems which will arise and the vim necessary to carry out the projects which the club is planning for the big year which is ahead of Ashland.

Mr. W. H. McNair of the firm of McNair Bros., who has been one of the wheelhorses in the Commercial Club and a progressive worker in other lines of municipal endeavor, was elected vice-president. Homer Elhart was selected to fill out Mr. Ferguson's six months unexpired term on the club's board of trustees. Six new trustees elected for a one year term were: J. H. Fuller, manager of the Southern Oregon Cattle Co., whose success in its management assures the club of valuable advice and effective work; A. C. Bridges, manager of the Ashland Fruit and Produce association; A. C. Nimmer of the White House Grocery; W. F. Loomis of Loomis and Nelson; J. J. Murphy, prominent rancher; and D. Perce of the Ashland Creamery. The hold-over trustees are: C. W. Wines, H. H. Gillette, George Miller, P. W. Harris and Frank Jordan, giving the club a board of trustees composed of men of a wide variety of experience and proven energy and ability.

About twenty-five members were present at the Monday night meeting, and a lively evening given over to reviewing the accomplishments of the past six months and planning for bigger things to be done in the next year, ensued.

Encouraging letters from Portland Chamber of Commerce officials and members of the new Normal School committee appointed by that body were read. The secretary reported that Hon. Benj. Sheldon spent two hours at a luncheon meeting of the Portland committee last week in Portland and brought back a very optimistic view of the Normal situation as a result.

V. O. N. Smith reported briefly on a joint publicity project.

The president and secretary were authorized to attend to having Ashland represented at the meeting of the Oregon State Chamber of Commerce of which the Ashland club is a member, on December 15-16. The Ashland Club is entitled to one voting delegate and as many more representatives as can attend. The State Chamber plans to make this one of the finest meetings in the history of the state. Practically every commercial organization in Oregon is a member of the State Chamber and big things are being done by this strong organization.

J. H. Fuller stated that there was a possibility of Ashland getting the Southern Oregon Poultry Show this year and was appointed to extend an invitation to the Poultry Association and further arrangements.

The secretary outlined the Montana plan of financing commercial organizations and a serious discussion followed concerning plans for financing the extensive projects which the club plans for the coming year. The club will center its activities on an extensive publicity campaign to attract tourists and home-seekers; on development of the auto-tourist trade; on development of Ashland's resort foundation; on meeting the need for homes for settlers and accommodations for tourists and resort visitors; and on features to attract celebration crowds. Secretary Mowat's report covering the period from June 23 when he took up the club work, to December 1, and which gives a comprehensive idea of the things which the club has accomplished in this period, follows:

Report of Secretary June 23-Dec. 1.

During this five months period an average of three hundred pieces of mail per month have been mailed out. In August over one thousand.

Every piece of literature mailed out is accompanied by a personal letter. Since we have been out of dis-tinctively Ashland literature for three months and our county literature is out of date, most of these letters have been of from one to three pages in order to furnish the information desired.

A new letterhead has been designed and will be used hereafter. It is hoped to induce the business-men of the city to use the cut of Lithia park and the information on their business letterheads.

Material is being gathered, pictures selected and copy written for a new folder descriptive of Ashland.

Literature

In co-operation with the Medford Commercial Club and with the aid of numerous prominent citizens of various sections of the valley, the County Court was induced to appro-

prate the sum of \$1500 for literature.

Plans for the new literature include a number of small folders dealing with specific industries and features. These booklets will be applicable to answering many of the inquiries received by this club. In co-ordination with the county booklets, the new literature planned by this club will deal more specifically with Ashland itself than with the valley as a whole.

N. E. A.

The biggest single accomplishment of the Ashland Commercial Club in the past five months was the entertainment of the National Editorial Association. This entertainment cost us \$731.55. Ashland, because of the fact that a dinner was served here, swins provided and so forth, because Ashland was the only small city in the West which had the privilege of so entertaining the editors, because the staying of the 180 mile trip by automobile to Crater Lake by the Ashland and Medford clubs was an undertaking of unparalleled immensity to be offered in the way of entertainment to 250 editors, and finally because this club had prepared comprehensive press sheets, saw that they got into the hands of every member of the party and were as a presentation mailed to every paper represented, Ashland received more publicity as a city than did any other city on the itinerary of the editors through Canada and the Pacific Northwest. Articles dealing with Ashland and varying from one column to several columns, appeared in over 100 papers and were read by close to a million people throughout the United States. Examination of the papers on file in the club room will verify the statement that Ashland got her share and then some of publicity out of that visit.

If paid for, and it would be impossible to buy the vivid punch which the personal experience of the editors gave to their articles, the space Ashland received would have cost close to \$100,000.

Portland Trade Excursion

Next to the N. E. A. entertainment in results which will and have accrued, ranks the entertainment of the Portland trade excursion. This entertainment cost us \$178.75. As a result, beyond that of the establishment of closer acquaintance and trade relations, ninety leading business men of Portland saw and studied Ashland's attractions and needs and are ready to help Ashland in any way possible. Already the Normal Committee of the Portland Chamber of Commerce, having ten of the leading citizens of the state upon it, has set the wheels in motion to secure the re-establishment of the Normal School at Ashland.

Auto Tourists

During the auto-camp season the secretary spent from three to five hours nightly at the auto-camp. Beyond the mere dispensing of information and hospitality, lies the real reason for this undertaking. It has never been given publicity because the idea was considered too valuable to permit the chance of other towns copying it. Briefly it was this. From every tourist party the names, home town, brief story of their experiences and anything which would be of interest to their friends at home, was obtained together with the name of the newspaper to which they subscribed at home. A story was then prepared, ready for setting up, and mailed to the home newspaper of the tourist. The live news value of the stories carried the publicity matter concerning Ashland, Lithia park and the auto camp into the papers and as far as we can learn every one of the stories sent out were printed. Over one thousand stories were sent to papers in practically every state in the Union and unless we miss our guess the Ashland auto camp will feel the effects next year.

Other Publicity Stunts

Through the B. F. Goodrich Touring Bureau people at Seattle, we have placed auto camp and Lithia park stories in San Francisco, Seattle, Spokane, Portland and Tacoma papers and magazine articles concerning the camp in magazines throughout the United States. Sunset Magazine is soon to carry an Ashland camp story.

Several special articles have been written for Portland papers and other publications. In view of the fact that 90 per cent of the auto tourists are from Oregon, California or Washington, this field has been devoted most of our efforts along these lines but it is planned to place stories of the Ashland camp in newspapers in every state in the Union during the next two months.

The Goodrich people will print a small map showing Ashland park, auto camp, mineral springs, natural curiosities, etc., on the back of their 1920 road maps.

Home-seekers' Service

In order to care for the many newcomers to Ashland a service was established to secure furnished and

ASHLAND MAN SELLS REGISTERED STOCK

R. D. Sanford of Ashland, who breeds Registered Jerseys, on account of their beauty, economy of production and consequent value, recently sold and shipped by express yesterday a six months old bull calf, Melia Ann's Poppy Mowes, No. 176160, to Fred McHargue of Reedsport, Ore., for \$500, (a fair price for 25 scrubbs).

This calf's dam is Melia Laurie of Albany, No. 234432, Record 990 pounds of butter in one year as an eight year old. His sire is Grace's Poppy, No. 164073, being a double grandson of St. Mowes Poppy, Ed Carey's great cow, record 1129 pounds of butter in one year. For this sire Mr. Sanford paid \$500 when a calf, to F. E. Lynn of Perrydale, Ore. His dam, Poppy's Grace No. 378515 has an official record as a two-year-old of 661 pounds butter in one year, and is in the register of merit, class AA, and was sired by St. Mowes Golden Poppy No. 125516.

Mr. Sanford paid \$400 for Melia's Laurie of Albany at R. L. Burkhardt's 1912 dispersion sale, since which time she had dropped for him one heifer and six bull calves, and soon due to freshen again at 12 years of age. A rather good interest on \$400, Mr. Sanford considers.

According to reports from Medford Jay Simmons, the man who was attempting to make way with the Ford car belonging to Joe McMahon of this city and who was locked up in the Medford jail Thursday night, made his escape from that institution. When Chief of Police Timothy went to take the prisoner before Prosecutor Roberts he found the bird had flown, presumably early in the morning when the chief had released a number of individuals who had been given shelter in the Medford hotel the night before. Simmons claimed to be from Klamath Falls and is a youth of 17 years. His home was formerly in Medford.

A meeting was held at the Baptist church last evening among various church people and plans were formulated to have a big community Christmas tree held on the streets on Christmas eve. This will be participated in practically by all of the Sunday schools in the city and all the population will be asked to turn out and make this one of the greatest social events ever held on the streets of Ashland.

The large tree on the Plaza will be secured if the municipal officials consent, and this will be lighted from top to bottom with innumerable candles and incandescent lights, and topped with a gigantic star, symbolical of the occasion. Christmas hymns and carols will be sung by the spectators, and everything will be arranged for this event to be a happy meeting of all of the citizens to observe Christmas as one family. This will be the first community Christmas tree ever held in Ashland.

WEST VIRGINIA COAL OPERATORS SEEK DAMAGES FROM STRIKERS

Alleging that their contracts with the United Mine Workers have been broken by the general strike order, the coal operators in the unorganized Kanawha fields may bring damage suits against the unions. It is said that the same procedure will be followed in the famous Danbury, Conn. hatters' case. D. C. Kennedy, secretary of the Kanawha Coal Operators' association, asserted that the strike is costing the operators of the district \$100,000 a day, including losses in coal sales. Thousands of dollars of losses more, he said, are reported in the Cabin Creek field. Unfurnished houses and apartments for newcomers. During August and September inquirers for this service averaged five a day. Scores were placed.

Other Work

To go into details of the hundreds of small undertakings of the club would require much time and space. The club is here to take care of any matter which doesn't seem to be anybody else's business and always tries to make good. We have in one day covered the wide range from supplying figures as to shipments of every kind of fruit and berries, to locating a chimney sweep. Among the projects assisted by the club were aiding the Standard Oil company in securing conditions necessary to the establishment of a wholesale station which is soon to be built, staging a band concert by the San Diego Exposition Band, and many others of like nature.

Financial Report

During the past five months the expenditures totalled \$1786.88, of which amount \$500 covered salaries, \$4.15 periodicals in reading room; \$102.86 general expenses, and \$1178.87 was spent in publicity work. Income from dues was \$582, from other sources \$1282.75. A most noteworthy feature of the financial report is that but 28 per cent of the total expenditure was for salary.

HAWLEY BILL PASSED HOUSE

Congressman W. C. Hawley telegraphed to Ashland last night the news that the house passed yesterday his bill transferring 800 acres of the former Oregon and California lands to the Crater National Forest. This is good tidings to Ashland as it will assist in the protection of the water supply for the city. During the last visit of Congressman Hawley to this city the mayor and city officials communicated with him in regard to this project, and received the assurance that the congressman would do all in his power to protect the Ashland water supply. The passing of this bill indicates that he has had the welfare of Ashland at heart.

George A. Briscoe, superintendent of schools of Ashland, and the teachers of the local schools have been asked to co-operate in making a milk survey to ascertain how many children are getting no milk in their diet. The work is simple but is regarded as important in that it calls attention to the great food value of milk and dairy products. The plan is that of the Oregon Dairy Council, an educational organization that has the co-operation of the state agricultural college and the endorsement of the bureau of health, the state superintendent of schools, the Oregon Parent-Teacher associations and the Oregon Federation of Women's Clubs, the State Chamber of Commerce and other organizations and persons of prominence.

In Portland it was found when the survey was made that there were 5702 children under 11 years of age getting no milk in their diet. Follow up work, teaching the food value of dairy products, lectures at meetings and talks by the teacher, all voluntarily done, increased the use and raised the health standard wonderfully. In Princeton in a school of 200 there are 86 who are getting no milk. What will Ashland show in its milk survey? The returns will be sent by the principals to the dairy council's educational director, Edith Knight Hill, 807 Broadway building, Portland, who will compile and publish them.

What is the difference between a "bachelor girl" and an "old maid"? Perhaps you will say the former is a polite term for the latter, but it doesn't work out that way in "Widow by Proxy," the new Paramount-Artcraft photoplay starring Marguerite Clark, which will be seen at the Vining theater today and tomorrow.

Although Gloria Grey, the role played by Miss Clark in the picture, is an unmarried woman of marriageable age, you wouldn't think of calling such a dainty little woman an "old maid." When she was introduced as Dolores Pennington, the supposed widow of a soldier, and pulls the wool over the sharp eyes of a pair of typical Massachusetts spinsters, you know she is far and away out of their class.

"Widow by Proxy" is mighty good fun and introduces ever-charming Miss Clark in a role that fits her like a glove. Nigel Harrie, just returned from service in the Royal Flying Corps, is leading man.

ALEPPO, Syria.—(By Mail).—Bringing lumber across the Arabian desert by camel caravan is one of the achievements for which Americans will be longest remembered in Aleppo. The lumber was used in the reconstruction of Armenian refugees' homes.

When the American Red Cross arrived here it found many refugees living in the open, their homes having fallen apart through the removal of timbers by Turk soldiery for firewood. The nearest timber source was the Taurus mountains along the Euphrates river. An expedition under Captain Edward Bickel of Seattle, Wash., was sent to investigate. It arranged for the cutting of timber and its transportation down the river on rafts to El Dofr, in the desert.

Convoys of camels were then engaged and the lumber carried for miles across the desert to Aintab, Aleppo and Marsh. Troubles arose with the Bedouin tribes of the desert, attacks being made upon the convoys and the lumber occasionally destroyed. Captain Bickel then arranged for a guard of 30 armed men to accompany each caravan. Thereafter the supplies arrived regularly.

One hundred native carpenters were rounded up by Captain Bickel and set to work reconstructing the ruined buildings. As a result of this American energy and ingenuity, scores of Armenian families have been able to reoccupy their old homes.

Wasco, Jefferson, Des Chutes, Crook, Harney, Klamath and Lake counties form organization to build highways in Central Oregon.

Heppner votes \$100,000 for gravity water system.

MR. MERCHANT

YOU SHOULD HAVE YOUR AD IN THE WEEKLY AS WELL AS THE DAILY TIDINGS

By Using Both the Daily and Weekly Your Message Goes Into Practically Every Home in Ashland's Trade Territory—Both in the City and Country.

IT COSTS VERY LITTLE MORE TO COVER THE COUNTRY DISTRICTS IN THE WEEKLY

TELEPHONE 39

And Advertising Man Will Tell You About It

FAITHFUL HORSE AGED RESIDENT LOSES ITS LIFE CALLED BY DEATH

"Sadie," the horse belonging to Mrs. Susie L. Allen, which had been a familiar figure on the streets of Ashland for the past 30 years, is no more. She was seized with a critical sickness Sunday night, for which no relief could be obtained, and as it seemed that she had passed the time of years allotted for the lifetime of a horse, a biggest put the animal out of its misery yesterday afternoon.

"Sadie" was no common animal and her passing out of the walks of life is a great sorrow to her owner. Not only had she faithfully served her mistress during the 30 years of her ownership, but she was originally of fine blooded stock.

She was purchased by Mrs. Allen from C. T. Tolman, who had secured the animal for a race horse when she was a colt. She overreached in her stride, which unfitted her for the purpose for which she was designed, and later passed into Mrs. Allen's possession at the age of three years.

FRUITGROWERS PROTEST

Fruitgrowers in all the Northwest states are mutually awakening to the fact that the cold storage bill recently passed by the house contains some features harmful to the apple industry. Protests are being sent to Washington from Oregon, Washington and Idaho, and an effort will be made to have the bill amended in the senate committee on agriculture.

SPITZBERGEN IS NOW CONTROLLED BY NORWAY

PARIS.—Through a decision of the supreme council, Norway is given political sovereignty over Spitzbergen, sometimes called "No Man's Land of the Arctic." Spitzbergen is rich in coal and iron and several attempts to exploit these resources have been made.

Seams of coal estimated to contain 5,000,000 tons to the square mile are reported by a Scottish explorer who has recently completed an exhaustive geological survey of the island.

SOMEBODY READ THIS

Sombody took a bunch of papers from the Commercial club to start fires or for some such naught. That's all right. But they took the papers from all over the United States containing articles on the National Editorial association's visit to Ashland. Secretary Mowat begs whoever it was to return any that haven't been destroyed as they cannot be replaced.

BRICK BLOCK AT MYRTLE POINT

MYRTLE POINT.—This place is to have a fine new business block. A number of men who are stockholders in the new Security bank will jointly build a new structure on the site of the present bank building. It will be of concrete or brick, two stories high and offices will be arranged on the second floor, while the bank will have its quarters on the first floor.

INTEREST IN PITCH INDUSTRY

ROSEBURG.—According to H. C. Darby, several inquiries have been received by him from residents in the timber districts regarding the new pitch and turpentine industry, which was reported in a recent issue of the Review as being considered for this vicinity. A representative of the Northwestern Turpentine Co., of Portland, was here a few days ago and made an investigation. He stated that operations would be started near here next spring. The company will furnish barrels for the pitch and also instruct men how it is gathered and furnish them with the necessary tools.

Jefferson—Flour mill here to get 2500 additional water power.

AUTO STEALERS CAUGHT IN CITY

Ashland was the scene of a regulation movie automobile chase on the streets last Saturday night when two cars joined in with the one driven by deputy sheriffs from Medford in an attempt to capture a Dodge roadster in which were two boys who had picked up the car at Medford and were making an attempt to get away with it into California. The roadster belonged to G. H. Smith, a representative of the Goodyear Rubber company, who had left his car on the streets while calling on relatives in Medford. While there he heard some one driving away in his auto, and immediately notified the police. Word was sent up to Ashland, thinking possibly the car was coming this way, while Deputy Sheriff Wimer and another deputy, who were in Medford from Jacksonville, started up this way also.

By the time the Ashland police got the telephone message the car was one the highway, going at the rate of forty miles an hour, it is claimed, through the city. Newton Harrison recognized the car and commandeer W. H. Albert's Paige, and the two took up the chase. They followed the Dodge out to the end of the pavement on the Boulevard, where it is supposed the auto thieves figured they were on the wrong road, depending on a pavement the whole way through, and they therefore turned back, pursued by Albert and Harrison.

On reaching the Plaza Ellis Evans and Fire Chief George Robison took up the chase in the former's car and overhauled the roadster at the Eagle Mill. The inmates of the Dodge were informed they were under arrest and quietly gave themselves up and were brought back to the Ashland lockup. By this time the deputy sheriffs appeared upon the scene and took the men back to Jacksonville with him.

The boys who attempted to make way with the car were mere youths, and gave the names of Keith Draper, aged 16, and Buckley Taylor, aged 17. They had been seen around Medford for the past week and had been given aid by the county nurse and Red Cross. They were tried before the juvenile court in Jacksonville yesterday afternoon and were sent to the reform school.

KOBYRN, Eastern Poland.—(By Mail).—The fastest moving American in Poland is Captain Arthur G. Plankers, St. Paul doctor who is in charge of a relief unit that is based on Kobryn.

The Kobryn field unit has widely distributed activities that keep its chief constantly vibrating between Best-Litovsk on the west and Pinsk on the east. Between these two widely separated points the American physician has organized various local welfare and relief enterprises, all of which are under his constant personal supervision.

Hospitals, schools and orphanages in many towns and cities far to the east and west have been investigated by Captain Plankers, and furnished with vitally needed supplies. Besides helping those already existing and in distress, he has been instrumental in getting new institutions established at points where they were greatly needed.

Work for the children is a feature of relief activity that is being strenuously promoted by the American doctor. In several other towns as well as in Kobryn he got the women to start sewing groups where clothing is made for needy school children.

Were it not for the unceasing activity and genuine interest of the St. Paul man, people in this part of the country say, many hundreds of children now starting in school for the first time in five years would be deprived of still another year of schooling. For they have nothing to wear except the clothing made from American goods, in the sewing rooms started by Captain Plankers and the refugee garments gathered in the United States, distributed by his relief unit.

COSTS MORE NOW

Farm products cost 478 per cent more today than they did 25 years ago. Comparing average prices today with those of 1894 we find the following differences:

	1894	1919
Wheat	\$.60	\$ 2.08
Corn	.20	1.35
Oats	.14	1.35
Butter	.10	.50
Eggs	.06	.40
Potatoes	.40	2.00
Hens	.05	.23
Roosters	.02	.15
Steers	2.50	17.50
Hogs	3.25	15.00

Salem fruit union handling five carloads daily at packing plant and shipping apples to east and to New Zealand.